

FINDING YOUR AUTHORITY

Writing with authority makes your words more likely to spur action. True authority comes from a clear, evidence-based message. Use this sheet to help you find yours.



Develop a clear message

What are you trying to say and why should people listen?

Now, try to say it in one sentence.



What are your sources?

Who can vouch for you?



Why should people believe you?

Give 5 valid reasons. Remember, trust is earned.

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- 2

- 3

- 4

- 5

